

2018 Impact Report

Summary of 2018 CHI Initiatives





"An outstanding cross-sectional representation of healthcare experts provided the basis for a stimulating discussion on the meaning of patient-centricity and healthcare value from diverse perspectives." - Dr. Greg Gilmet, MD, MPH, Vice President Medical & Scientific Affairs, Upsher-Smith Laboratories

Who We Are

The Center for Healthcare Innovation (CHI) is an independent, non-profit research and educational institute dedicated to making healthcare more equitable for all patients

Our Vision

To be the leading global platform for meaningful change in health equity.

Our Mission

To bring together experts and ideas from all over the world to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

Our Value Proposition

Embracing new perspectives to make healthcare more equitable.

Our Values

- Bring together diverse viewpoints and invite all to participate
- Committed - We see our work through
- Imaginative - The possibilities for the next solution are endless
- Forward-thinking - We're already thinking about what's next

Our Objectives

- Advocate for vulnerable, at-risk, and underserved patients.
- Convene influential leaders, thinkers, and doers to develop collaborative relationships to make healthcare more equitable for all patients.
- Increase the understanding of the definition, framework, and metrics of health equity.
- Produce primary, impactful research focused specifically on the latest trends, challenges, and opportunities of health equity.
- Analyze, identify, and disseminate best practices for reducing healthcare disparities for underserved patient groups.
- Develop ideas for policymakers aimed at eliminating obstacles to care and reducing health disparities.



What Makes CHI Unique

- We focus on research and education that aims to optimize healthcare as a core human value
- We are a 501(c)(3) non-profit, charitable organization dedicated to making healthcare more equitable for all patients
- We are rigorously objective, unbiased, and non-partisan
- We are an independent, neutral institute, not associated with or captive of industry, academia, government, or other institutions
- We approach our research, solutions, and education through a multi-perspective lens, including the patient, provider, pharma, pharmacy, payer, and policymaker perspectives
- We aim to bring in new perspectives into healthcare - including consumerism, technology, artificial intelligence
- We are a global organization, and we view U.S. healthcare through a global lens
- We are an interdisciplinary group of innovative healthcare leaders, physicians, executives, entrepreneurs, authors, academics, and innovators
- We operate for the benefit of other healthcare groups - including patients, providers, pharma, pharmacy, payers, and policymakers - and we incorporate each unique perspective into our research

"The Healthcare Executive Roundtable on Patient-Centric Healthcare Value was excellent. The quality of the program and the expertise of the other executives added extreme value to the experience. It was an excellent use of my time." - Matt Portch, Team Lead Commercial Effectiveness, Pfizer

Frequently Asked Questions

What is CHI?

We are a healthcare research and educational institute.

What type of organization is CHI?

We are an independent, objective 501(c)(3) non-profit.

What does CHI hope to accomplish?

We hope to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

What activities does CHI do to achieve these goals?

We advocate, research, educate, communicate, train, convene, and report on healthcare equity.

How does CHI make the world a healthier place?

Our research and education focus on improving healthcare equity, eliminating and reducing healthcare disparities, and increasing access for all patient groups.

How is CHI funded?

CHI is funded through a combination of grants from philanthropic foundations, program revenue from educational events and memberships, and individual and corporate donations from our Board of Directors and external stakeholders.

What are CHI's future goals?

- (1) Increase the quantity and breadth of our research and education,
- (2) Continue to attract the best and brightest human talent and grow our team, and
- (3) Continue our journey to be the leading global platform for meaningful change in health equity.



Our Education

Our events bring all kinds of influencers together into the same room to create collective impact.

Breakthroughs in Healthcare Diversity Symposium



The Breakthroughs in Healthcare Diversity Symposium, which was on 2/8/18 in San Francisco, is an educational symposium focusing specifically on the development of a collaborative diversity and inclusion healthcare network to solve the challenges surrounding the delivery of quality healthcare to underserved and vulnerable patient groups. The goal of establishing this network was to connect patients, clinicians, researchers, and industry professionals who are passionate about healthcare equity and serving underserved patient populations, specifically racial and ethnic minorities, women, lesbian, gay, bisexual, transgender (LGBT) persons, and vulnerable patient populations of lower socioeconomic status. Panel discussions included Diversity in Clinical Trials and Research, How Does Diversity Impact Healthcare Organizations, and The Future of Diversity: Quantum Thinking in Diversity. The symposium also featured a distinguished keynote address by Ms. Ricki Fairley, President of DOVE Marketing, Chair of the Board of Trustees of the Triple Negative Breast Cancer Foundation and cancer survivor.

"The symposium was an incredible opportunity to learn best practices from courageous leaders across the healthcare industry on critical issues that impact our everyday workforce. I thoroughly enjoyed the symposium because I was provided with essential tools, resources, and knowledge to advance my personal and professional work around inclusion and diversity. I also deeply appreciated the opportunity to network with others, which has opened new doors to co-create opportunities for community solutions." -Joe Lee, Workforce Development Strategist, Community Health Center Network

Diversity, Inclusion, & Health Equity Symposium



The 8th annual Diversity, Inclusion, & Health Equity Symposium, which was on 6/27/18 in Chicago, is the world's leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brought together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focused on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. Panel discussions included Health Equity in the U.S.: Understanding Health Disparities, How Does D&I Impact the Bottom Line, and Diversity in Clinical Trials and Research. The symposium also featured a distinguished keynote address by Dr. Ronald Copeland, senior vice president of National Equity, Inclusion, and Diversity strategy and policy and chief equity, inclusion and diversity officer for Kaiser Permanente.

"The educational session addressed issues that are at the core of our healthcare system. The interchange of thoughts and ideas provided a vision of how changes in our current health system could lead to better healthcare for all." - Dr. Stuart Rich, MD, Professor of Medicine, Northwestern Medicine; FDA Cardiorenal Drug Advisory Committee

Healthcare Executive Roundtable Discussion



The 6th annual Healthcare Executive Roundtable: Transforming Healthcare Outcomes through Blockchain and Data Analytics, which was in Chicago on 9/20/18, was an intimate, invitation-only, expert roundtable discussion that brings together healthcare executives, key opinion leaders, and patient groups for an intimate and collaborative discussion on the intersection of data analytics and health disparities. The exclusive, limited-attendance roundtable was designed to provide the top thought leaders with the latest insights and ideas on how data analytics can address some of the large-scale health equity challenges that are driving costs and impacting our healthcare economy. The half-day roundtable brought these leaders together for a morning of collaboration and co-learning.

"It is important to bring key leaders from the industry together to collaborate and brainstorm on how to enhance the clinical outcomes that our country needs to achieve." - Shannon Stephenson, CEO, Chattanooga Primary CARES

MGMA 2018 Operations Conference

CHI Executive Council member, Vera Rulon, founder & president of Tir Health Advisors co-presented with Danny van Leeuwen, owner Health Hats, at the MGMA Operations Conference in Phoenix, AZ on April 23rd, 2018 titled "Caring About Care: Boosting Patient Engagement in a Value-Based World". The presentation provided tips on engaging and improving communications between providers and patients with an emphasis on consideration of all the aspects of a person's life that impact their health.

Executive Leadership Roundtable

On May 9th, 2018, CHI Director and Edelman's Chief Strategist, Ms. Lynn Hanessian, participated in the 'Executive Leadership Roundtable (ELR)' on the HLTH Association Day. The ELR was co-hosted by HCEG, the Center for Healthcare Innovation (CHI), and the International Association of Innovation Professionals (IAOIP). The theme of the ELR was centered on leadership in healthcare innovation and complimented by author Dr. Sunnie Giles highlighting her just published book on "The New Science of Radical Innovation."



Guest Lecture at Northwestern University

CHI was invited to deliver a guest lecture at Northwestern University's MS Health Communication program on Saturday, July 14, 2018.

The guest lecture covered themes such as health disparities in the U.S., the erosion of trust in healthcare from vulnerable patient populations, and health equity trends in the U.S.



Presentation at the Union League Club

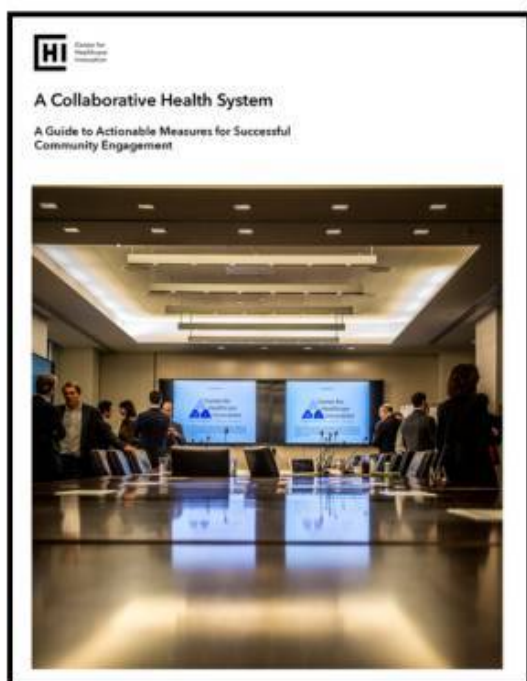
On Thursday, August 30, CHI co-founders, Mr. Joseph Gaspero and Dr. James Gillespie, were invited to give a presentation at a forum presented by the Union League Club of Chicago's Public Affairs Committee and its Subcommittee



Our Research

To spark true innovation in healthcare, we support independent, rigorous research from diverse viewpoints.

A Collaborative Health System: A Guide to Actionable Measures for Successful Community Engagement



This white paper focuses on defining healthcare value based on the expert insights from the Center for Healthcare Innovation's Healthcare Executive Roundtable held on October 13th, 2016 in New York and other key trends and market forces. Keeping in mind that patient engagement can drive and increase healthcare value, the roundtable identified specific ways in which healthcare stakeholders can enhance patient engagement, such as building relationships based on mutual trust and open communication with patients. Ultimately, the decision to be engaged with their own care rests with patients. Additionally, this white paper explores how patients can optimize their degree of engaging healthcare professionals. Furthermore, healthcare organizations (HCOs) that partner with patients, leverage existing health technologies, and draw on external experiences will have created an environment that encourages engagement.

Breakthroughs in Healthcare Equity Symposium Action Plan



This Action Plan is based on CHI's second annual Breakthroughs in Healthcare Equity Symposium, a leading annual, collaborative symposium for patients, patient groups, clinicians, researchers, technologists, healthcare and life science executives, and diversity and inclusion advocates to discuss equity in healthcare. The symposium, which took place in San Francisco on 2/8/18, featured keynote speakers, educational panel discussions, breakout sessions, and networking opportunities. This Action Plan is meant to help operationalize the insights discussed at the symposium, with a specific focus on providing actionable and implementable steps that healthcare organizations and individuals can take to build a more equitable healthcare system that reduces healthcare disparities for the most vulnerable, at-risk, and underserved patient populations.

Click to download or visit
chisite.org/research

A Patient-Centered Approach in Clinical Trials: Impact on Patient Retention and Costs



Click to download or visit
chisite.org/research

This white paper reviews patient-centered strategies for clinical trials and treatments, including their impact in reducing clinical trial dropouts and total costs. In particular, we analyze how adopting a patient-centered approach in clinical trial recruitment offers greater potential for cost savings through patient education and engagement in research functions and retention of chronically ill patients. In an era of value-driven healthcare and personalized medicine, the pharmaceutical industry is increasingly focusing on diversity in patient recruitment strategies. However, there is little discussion on maximizing patient retention in clinical research studies. Key obstacles to retention include functional limitations, limited access to care, lack of education and awareness regarding clinical trials, and lack of ongoing support. Patient-centered interventions, including increasing access to transportation, utilizing health information technology (HIT), and increasing stakeholder engagement, can drive efficiency and cost-containment initiatives. Informed and empowered stakeholders can be pivotal in maximizing enrollment of diverse patients in clinical trials and reducing study lengths and costs.

Diversity, Inclusion, & Health Equity Symposium Executive Summary



Click to download or visit
chisite.org/research

This executive summary is based on CHI's 8th annual Diversity, Inclusion, & Health Equity Symposium, which took place in Chicago, IL, USA on June 27, 2018. The Symposium featured some of the world's leading healthcare, life science, and diversity experts coming together in a collaborative setting to discuss the most pressing diversity issues facing the healthcare and life sciences industries in the 21st century. Panel discussions included Health Equity in the U.S.: Understanding Health Disparities, How does D&I Impact the Bottom Line, and Diversity in Clinical Trials and Research. The Symposium also featured a Distinguished Keynote Address by Dr. Ronald Copeland, Senior Vice President and Chief Diversity & Inclusion Officer of Kaiser Permanente. This executive summary captures some of the insights, ideas, best practices, and new perspectives from the Symposium's distinguished speakers, panelists, and other experts. It is meant to serve as a summary of the innovative ideas and insights regarding diversity and inclusion for healthcare and the life sciences. We hope it can be a resource for you and your organization as you think about diversity in the 21st century.

Minority Participation in Precision Medicine Trials

Minority and at-risk patients have been historically underrepresented in clinical trials. Evidence suggests that therapeutic efficacy is impacted by clinical trial demographics as non-inclusive recruitment regimens are not representative of the target patient group. We hypothesize that clinical trials that are focused on precision medicine, such as therapeutics targeting a specific rare or genetic disease, have the potential to blind clinical trial recruitment and achieve diversity goals in patient enrollment. In these cases, recruitment would be more stringent than historical protocols by focusing on a smaller, targeted patient population. More specifically, for a rare or genetic disease that primarily affects minorities, we would expect that the clinical trial makeup would be reflective of the patient population as trial administrators are screening based on a patient's genetic makeup. This could have the unintended consequence of recruiting a higher percentage of minority patients than traditional clinical trials. In this paper, we analyzed whether recruitment for these clinical trials enrolling certain has the effect at increasing minority inclusion within clinical trials.



Our Other Initiatives

HealthyAurora.org

On November 8, 2018, CHI led an official unveiling event for Healthy Aurora, a CHI initiative supported by local Aurora provider institutions, community groups, government officials, local businesses, and civic organizations. Healthy Aurora is a collaborative, community-wide education and outreach platform designed to increase health literacy, education, and awareness for all Aurorians. Healthy Aurora's goals are to provide easy to understand information about healthcare options, raise awareness of the importance of scheduling annual wellness and preventative exams, assist patients in building relationships with their doctors, demystify healthcare and raise health literacy for all Aurorians, provide additional resources and contacts, and help Aurorians understand and seek available insurance and coverage. We're estimated to get more than 150,000 impressions from this initiative. Please visit healthyaurora.org for more information.

NEED HELP WITH A HEALTHCARE DECISION? ▼



HEALTHCARE 101 PROVIDERS



HEALTHY AURORA PRESENTS
**HEALTHILY
EVER AFTER**



Welcome to HealthyAurora.org! A place where all your healthcare questions are answered, and you feel confident in your choices for you and your family. Proper healthcare can be a confusing journey. Let us help break it down for you and get you on the path to living Healthily Ever After!

OUR IMPACT



35⁺

Events Around the
Country Since 2011

2,700⁺

Total Event Attendees

15,000⁺

Monthly Digital Impressions

93%

Satisfied with the
Events

2,400

Recipients of
Research Reports

700

Monthly Social
Media Page Visits



2,800⁺

Social Media Followers

OUR IMPACT

Chronic Diseases Disproportionately Impact the Most Underserved Patient Groups

Since 2012, we've convened over 250 C-Suite and senior executives from the provider, pharma, payer, patient and other healthcare sectors to share new ideas around reducing barriers to care and addressing social determinants of health.

African Americans Represent 12% of the U.S. Population but only 5% of Clinical Trial Participants

CHI organizes an educational symposium focusing on diversity and clinical trials since 2011, and we've brought together over 700 clinical trial and diversity experts to share ideas and learn.

26% of Americans Reported Barriers that Restrict their Access to Care

In 2018, CHI convened over 400 leading healthcare professionals, clinicians, technologists and patient groups at our symposium focusing on healthy equity and disparities.

Eliminating Health Disparities That Affect Minorities Could Save the U.S. Economy Nearly \$230 Billion

We've compiled extensive research surrounding how to better serve minority patients via more culturally competent care, data analytics, and increased patient engagement.

SUPPORTING INNOVATION

CHI offers our deepest gratitude to all the generous supporters who assist our efforts to make the world a healthier place through communication, education, training, symposia, reports, and research. We would like to give special thanks for the support, donations, gifts, and resources made by the following supporters:

INDIVIDUALS

Allecia Harley
Ashwin Datt
Benee Brown
Bhavini Shah
Brenda Battle
Cheryl Beal Anderson
Craig Johnson
Cristina Santos
Doug Swill
Emma Stockdale
Erickajoy Daniels
Everett Tucker
Heidi Frederickson

James Gillespie
Joanne Joseph
Joff Masukawa
Julius Pryor III
Kevin Billingslea
Kirrill Vorobeychik
Linda Scarazinni
Loren Trimble
Lynn Hanessian
Mark Kwatia
Marquise Stillwell
Marty Martin
Mary Michael

Michael Rosen
Michel Feldman
Missy Chicre
Mitchell DeKoven
Mori Johnson
Neelum Aggarwal
Or Gera
Regina Yabut
Rick Goddard
Ronald Copeland
Ryan Maley
Scott Treiber
Shannon Stephenson

ORGANIZATIONS

AArete
Abbott
Amazon
American Medical Association
Aurora Health Care
Cempa Community Care
Convergence CT
Dunham Fund
Elligo Health Research
Feel Good
Genentech
Gilead Sciences

Google
Kaiser Permanente
Menttium
Merrill Lynch
Northwestern University
Novo Nordisk
Otsuka
PhRMA
Richard H. Yearick Foundation
Rush University
Rush University Medical Center
Salesforce

MEMBERS





Our CHI Team

BOARD OF DIRECTORS

- Mr. Julius Pryor III (Vice Chairman)**, Author and Expert in Innovation, Diversity & Inclusion
- Dr. James Gillespie (President), PhD, JD, MPA**, President & Co-Founder, CHI
- Dr. Neelum Aggarwal, MD**, Chief Diversity Officer, American Medical Women's Association; Associate Professor, Department of Neurological Sciences, Rush University
- Dr. Cheryl Beal Anderson, PharmD, MBA**, VP, Global Regulatory Affairs & Quality, Upsher-Smith Laboratories
- Dr. Benée Brown, PharmD**, Associate Director, Medical Science Liaison, Boehringer Ingelheim
- Ms. Erickajoy Daniels, MS**, Senior Vice President of Diversity & Inclusion, Advocate Aurora Health
- Ms. Simintha Esson, MA**, Chief Development Officer, Infectious Disease Society of America
- Ms. Lynn Hanessian**, Chief Science Strategist, Edelman
- Dr. Marty Martin, PsyD, MPH, MS, MA**, Director and Associate Professor, DePaul University
- Mr. Joff Masukawa**, President, Diligentia
- Mr. Stephen Morales, MBA**, Advanced Surgery Strategy, Baxter
- Dr. Andres Quintero, MD, MPH, MBA**, Field Medical Director, Pfizer
- Mr. Kevin Scanlan, MS**, President (Retired), Metropolitan Chicago Healthcare Council; Business Mentor, Service Core of Retired Executives
- Dr. Linda Scarazzini, MD, RPh**, Vice President, Pharmacovigilance & Patient Safety, AbbVie
- Mr. Marquise Stillwell, MBA**, Founder, Openbox
- Dr. Thomas Summerfelt, PhD**, President, North America, Convergence CT
- Mr. Douglas Swill, JD, LL.M.**, Partner & Chair of Health Care Practice Group, Drinker Biddle
- Dr. Scott Treiber, PhD, MBA**, Chief Operating Officer, Elligo Health Research
- Mr. Loren Trimble, MBA, CPA**, Founder, CEO, and Managing Director, AArete

EXECUTIVE COUNCIL

- Mr. Dennis Urbaniak** (Chair),
Managing Director, Accenture
- Mr. Mitchell DeKoven, MHSA**,
Principal, Health Economics and
Outcomes Research, IMS Health
- Mr. Rick Goddard, MS**, Director of
Clinical Innovation, Advocate
Health Care
- Ms. Vera Rulon, MS**, Founder and
President, Tir Health Advisors
- Ms. Bhavini Shah, MBA**, Customer
Success Director of Healthcare &
Life Sciences, Salesforce
- Dr. Eckhard von Keutz**, Senior Vice
President, Head Global Early
Development, Bayer Healthcare

RESEARCH GROUP

- Mr. James Jordan, MBA**, (Chair),
Distinguished Service Professor in
Healthcare & Biotechnology Management,
Carnegie Mellon University
- Mr. Mark Kwatia, MBA**, (Vice Chair), Cost
Strategy, Abbott Laboratories
- Dr. Jason Arora, MD, MPH**, Director at the
International Consortium for Health
Outcomes Measurement
- Dr. Ryan Bethancourt, PhD, MBE**, Program
Director and Venture Partner, IndieBio
(SOSV)
- Dr. G. Randall Green, MD, JD, MBA**,
Program Director, Cardiac Surgery, St.
Joseph's Hospital Health Center
- Dr. Marco Quarta, PhD**, Director, Inst. for
Bioengineering in Stem Cell &
Regenerative Medicine, Stanford
- Dr. Kate Rosenbluth, PhD**, Chief Executive
Officer, Cala Health
- Dr. James Su, PhD**, Chief Science Officer,
Lap IQ

MANAGEMENT TEAM

- Mr. Joseph Gaspero**, CEO & Co-Founder, Center
for Healthcare Innovation
- Dr. James Gillespie, PhD, JD, MPA**, President,
Center for Healthcare Innovation
- Dr. Tina Shah, MD, MPH**, Ambassador, CHI; White
House Fellow, U.S. Department of Veteran Affairs
- Mr. Tolga Babur**, Research Associate, CHI; MHA
Student, Johns Hopkins
- Ms. Ivory Chang**, Project Manager, Center for
Healthcare Innovation
- Mr. Ryan Haake, MS**, Research Associate, CHI;
Molecular Biologist, Argonne National Laboratory
- Mr. Lawrence Ham, MPH**, Advisor, CHI; Founder,
Borrow
- Ms. Ritu Kamal**, Ambassador, CHI; Global Project
Manager, Biodesign Program, Stanford University
- Mr. Joshua Limp**, Senior Project Manager, Center
for Healthcare Innovation
- Mr. Brian Sandoval, MPH, MBI**, Advisor, CHI, Co-
Founder, Binary Health

Our vision is to
be the leading
global platform
for meaningful
change in health
equity.



706 S. Ada St.
Chicago, IL 60607
T: 773.330.2416
info@chisite.org

CHI is a 501(c)(3) non-profit, charitable organization, and all
donations are tax-exempt. Federal Tax ID # 27-3041119.

